

Company: Z.One Concept

Stand: A135

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Company information:

Background Information on milk_shake□

Founded by Italian Ivano Panzeri in 2003, milk_shake, which is part of the Z.one concept group, provides a complete collection of care, styling, colouring and sun shielding hair products, which feature naturally derived ingredients alongside high tech formulations to provide incredible results. □□Combining the restructuring benefits of milk proteins and yogurt amino acids with vitamin-rich superfoods including blueberry, papaya and avocado plus nourishing oils such as argan, this scented collection, which is now available in 26 countries worldwide, leaves hair instantly soft, shiny and full of body.

The collection comprises of seven ranges including argan to nourish and repair, no frizz to smooth, curl passion to define waves, volume solution to add body, sun & more to hydrate and smooth hair and body, lifestyling line for dramatic definition, as well as treatments to strengthen and hydrate, making it the ideal go-to brand for every hair need. □□Featuring a range of sizes including travel and retail ideal for creating an additional revenue stream for the salon, plus professional sizes for use during appointments and at the backwash, the milk_shake collection doesn't just offer one element it includes everything from care, colour and styling to treatments, providing salons with a total concept.□

Competition – Win a Customised milk_shake Vespa worth £2,600!□During the weekend of Salon International milk_shake will be giving lucky visitors the chance to win a customised Vespa worth £2,600! To be in with the chance of becoming the lucky winner, all entrants have to do is visit stand A135, fill in a postcard and they will automatically be entered into the prize draw. After the weekend, a member of the Hairdressers Journal team will be picking the winner from all the entries received, making one Salon International visitor the proud owner of a brand new milk_shake Vespa, and the envy of all fellow hairdressers!□□

Stockists: milk_shake products are available in salons nationwide. For information on becoming a stockist please call 01392 365177 or visit www.milkshakehaircare.co.uk.